THE BRIXMENT HANDBOOK

BRIXMENT

is a waterproofed masonry cement, for every kind of brick, tile, concrete block or stone masonry, and also for stucco. When mixed with sand and water, Brixment makes a mortar which assures the following advantages:

LOUISVILLE CEMENT COMPANY
Incorporated
LOUISVILLE, KENTUCKY

BRIXMENT—the *Leading* Masonry Cement

The fact that Brixment is the largest and most widely-used brand of masonry cement on the market is far more than a source of satisfaction to us. *It is also of greatest importance to you,* because this one simple fact proves that Brixment is the *easiest-working,* the most *economical* and the most *satisfactory* cement for your brickwork. . . . If Brixment were *not* the best, the most economical, and the *most satisfactory* cement for masonry, it would not be the largest seller.

The following pages give the *details* of Brixment's advantages. It is these advantages that make Brixment superior to other masonry cement, and to any possible mixture of cement and lime.

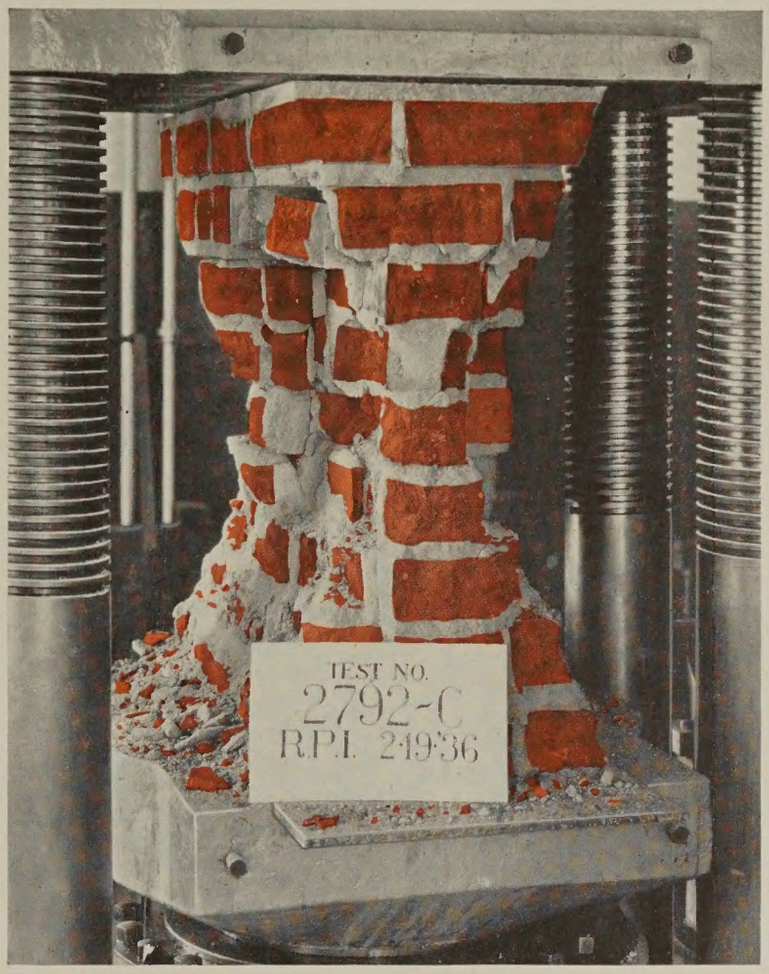
But the proof of the pudding is in the eating. Ten thousand *words* cannot tell you as much about Brixment as you can learn from one small job. *Try* Brixment—on a small and unimportant job, if you choose. But *try* it—and see the difference for yourself.

BRIXMENT Mortar Is Easy to Mix

Brixment is ready to mix and use, the minute it arrives on the job. One bag of Brixment and three full cubic feet of sand —nothing else is needed (not even waterproofing, since Brixment is thoroughly waterproofed during manufacture, with the finest waterproofing known).

Most important of all, the use of *Brixment cuts out all the need for slaking*—saves the space and the mess of lime beds. . . . Neither men nor materials need be sent to the job in advance of the actual work. And Brixment mortar can be mixed by hand or by machine, in large portions or small, to come out even at the end of the day.

Even if these factors alone were the only advantages of Brixment over portland cement and lime mortar, many architects and contractors would choose Brixment. *But these are only the start of Brixment advantages.* They extend through every phase of the brickwork—include lasting benefits as permanent as the building itself.



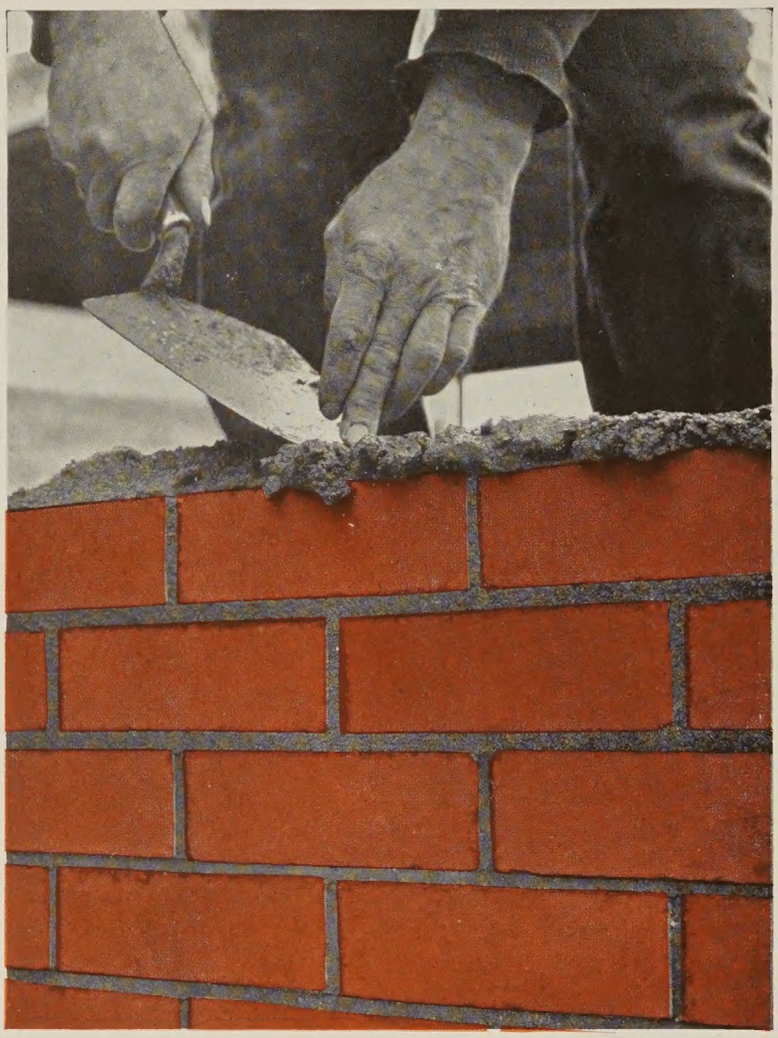
BRIXMENT Mortar is STRONG

In planning *strength* for your jobs, don't forget this: The crushing strength of a mortar is not the only factor that decides the strength of the finished wall. Of equal importance are (1) *plasticity* which makes possible the proper bedding of the brick; and (2) the ability of the mortar to form a strong, intimate *bond* with the brick. . . . Brixment mortar is of course tremendously strong. But more important still, it is extremely plastic and has high bonding power. When tested between brick, the brick almost invariably shatter before the mortar fails. . . .

An example of Brixment's great strength may be found in the 1937 cyclone at Gainesville, Georgia. The *one* brick building left standing in the stricken area was the *only* building in that area which had been built with Brixment.

If you are building foundation, load-bearing or parapet walls that require great strength—free-standing stacks or any other severe application—you can make no better choice than the use of Brixment for mortar.

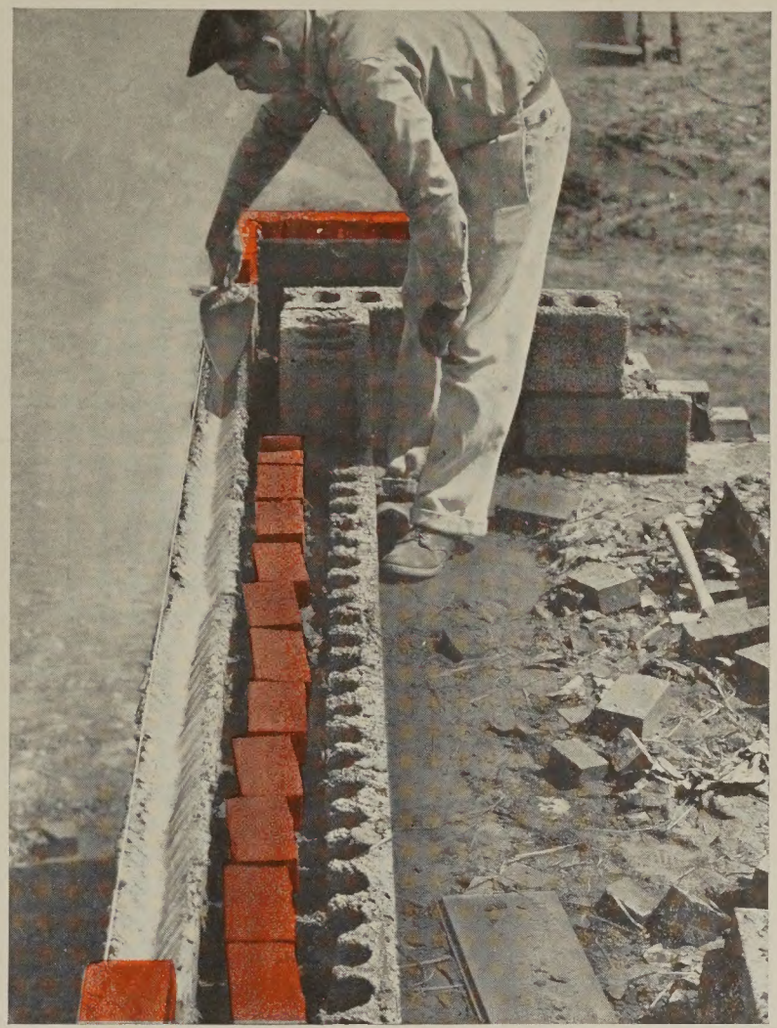
For further facts on *plasticity*, see page 5—on *bond*, see page 7.



BRIXMENT Mortar Is PLASTIC!

Probably the one most important characteristic any mortar can possess is *plasticity*. Within certain limits, *plasticity* is the greatest single factor not only in the *economy* of the brickwork, but also in its strength (see page 4), its *neatness* (see page 12) and its resistance to the passage of *water* (see page 9). For nearly twenty-five years, bricklayers all over the United States have said that *Brixment makes the most plastic and workable mortar they know*. Its working qualities are comparable to those of straight lime putty. Because of this unusual plasticity, a bag of Brixment will carry three full cubic feet of sand and still make an ideally workable mortar.

But Brixment's plasticity cannot be proved with *words*. Realizing, as you do, the tremendous importance of this characteristic, we earnestly urge you to *try Brixment mortar* on your next job—and *see* the difference for yourself.

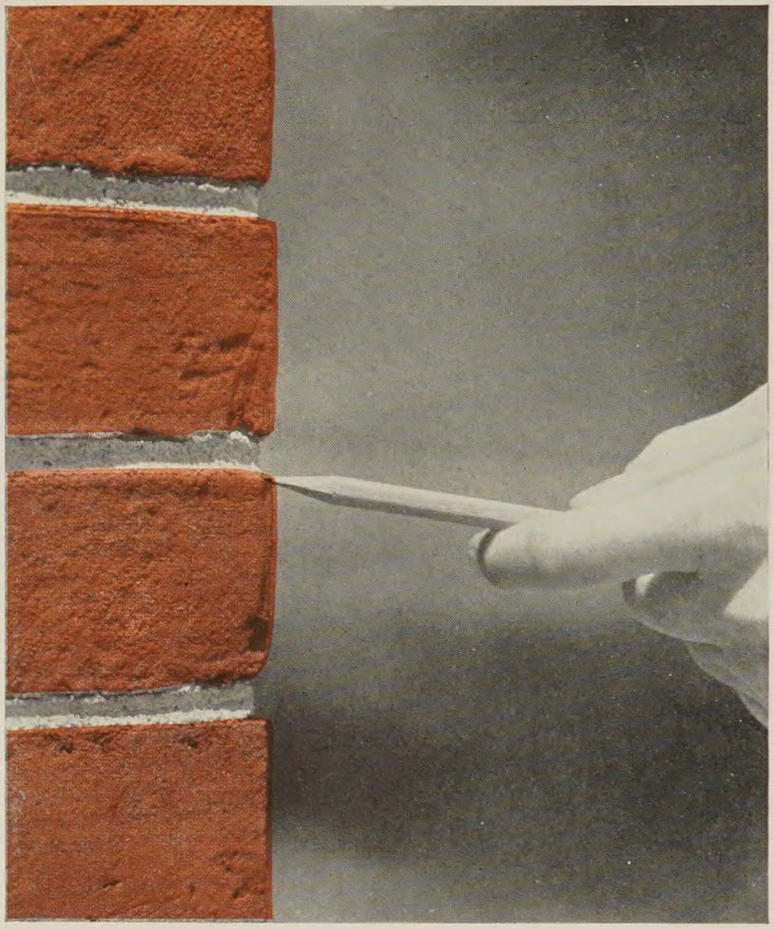


BRIXMENT has High Water-Retaining Capacity

"Water-retaining capacity" is the ability of a mortar to resist the absorption of its water by the brick. High water-retaining capacity is of *extreme importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick; the mortar congeals too soon, and a good bond cannot be obtained.

Brixment mortar has extremely high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore stays smooth and plastic when spread out on the brick. *This permits a more complete bedding of the brick, and an increased area of contact between the brick and mortar.* The result is a better bond, and hence a stronger and *more water-tight wall.*

(See pages 7 and 9.)



BRIXMENT Mortar Assures a Good Bond

After all is said and done, the first function of a mortar is to form a good, tight *bond* with the brick. Upon this characteristic depend both the strength and the water-tightness of the wall. (See pages 4 and 9.) A good, thorough bond is particularly important in securing water-tight walls, because most cases of leakage are caused by the passage of water *between* the brick and the mortar.

Brixment mortar assures a good, strong, *thorough* bond because: (1) Its great plasticity permits a more complete bedding of the brick, and an increased area of contact between the brick and mortar. (See page 5.)

(2) Its high water-retaining capacity keeps the brick from sucking the water out of the mortar too fast, and prevents the mortar from congealing and shrinking away from the brick. (See page 6.)

(3) It hardens slowly enough to permit deeper penetration and more thorough keying into the pores of the brick.

Because of these characteristics, Brixment mortar makes a *better bond*. Isn't this what you want in *your* brickwork?

BRIXMENT Is WATERPROOFED

No waterproofing admixtures are necessary when Brixment is used for mortar. Brixment mortar alone is permanently waterproofed with the most effective waterproofing agent known, which is integrally mixed with Brixment during manufacture.

This waterproofing contributes to several important characteristics of Brixment mortar:

(1) It makes the mortar *more durable* because it keeps the mortar joint from becoming saturated, and protects it from the destructive action of freezing and thawing.

(2) It contributes to the *plasticity* and high *water-retaining capacity* of Brixment mortar (see pages 5 and 6).

(3) It helps prevent *efflorescence* (see page 10).

(4) It helps prevent *fading* of mortar colors (see page 11).

(5) It prevents air-setting in storage.

Make This Simple TEST!

Pour out a pile of Brixment and a pile of ordinary cement. Make a crater in the top of each pile. Fill each crater with water. You will note that while the cement absorbs the water immediately, Brixment will not absorb it, but will hold it for several hours.

BRIXMENT Helps Prevent Wet Walls!

The problem of leakage in masonry-work is probably the most misunderstood question in the building industry—and the one about which the most mis-information has been published.

The best research has shown that dry brick walls are much more a matter of proper design and good workmanship than a choice of materials.

The only way in which mortar can help prevent leaky brick walls is to reduce to a minimum those cracks between brick and mortar, through which water may pass.

These cracks are not due to "shrinkage"—they are due to the fact that a good bond was not secured between the brick and mortar when the brick were laid.

The way to secure the best possible bond is to use a mortar that has good plasticity and high water-retaining capacity. Brixment mortar possesses both these characteristics to an unusually high degree. (See pages 5 and 6). *Brixment mortar therefore furnishes as great protection against leaky brick walls as can be had from any kind or type of mortar materials.*

BRIXMENT Helps Prevent Efflorescence!

Efflorescence—the white scum that sometimes appears on the face of brickwork—is the result of using brick, sand, or other mortar materials which contain soluble salts. When reached by water, these salts dissolve, and are drawn in solution to the surface of the wall.

The use of Brixment for mortar has proved to be a *most effective* way of eliminating efflorescence. In the first place, Brixment itself does not contain enough soluble salts to cause efflorescence. Moreover, even if such salts are present in the brick or the sand, the waterproofing in Brixment tends to keep them from coming to the surface of the wall. (See page 8.)

This is the reason why so many manufacturers of face brick endorse the use of Brixment with their products. If you have been having trouble with efflorescence, the *best precaution* you can take is to use Brixment for mortar.

BRIXMENT Does Not Fade Mortar Colors

One of the characteristics that first brought fame to Brixment was the fact that it *does not fade mortar colors.* And the explanation is simply this—that Brixment does not contain the strong acids or alkalies which cause mortar colors to fade. . . . Furthermore, the waterproofing in Brixment prevents rain from entering the joint and washing out the pigments.*

When confronted with jobs that call for mortar colors, hundreds of architects and contractors will allow no mortar materials other than Brixment on their jobs.

If *you* have a mortar color job, get a bag of Brixment and try it with your favorite mortar color. Sack for sack, we believe you will find that the mortar color goes further and *looks better* with Brixment than with any other mortar you have ever tried.

* Sometimes the scum of efflorescence which comes out on a colored mortar joint is mistaken for fading. Brixment also affords protection against such efflorescence.

BRIXMENT Mortar is ECONOMICAL!

Seldom is it true that the *best* product is also the *least expeusive.* But this is exactly the case with Brixment.

On any job, large or small, Brixment reduces the cost of brickwork. *It requires uo soaking or slaking*—can be used as soon as delivered. Less supervision and labor are required in mixing. It can be mixed in large or small batches to come out even at the end of the day. No mortar is wasted. (See page 3.)

Because it is *ideally plastic,* Brixment mortar saves bricklayers' time. It spreads easier. The brick are laid to the line with greater speed and precision. The mortar leaves the trowel clean, so the bricklayer doesn't muck up the wall when he cuts off the bed joint. (See page 5.)

But Brixment is not only more economical—it is also a *better mortar.* . . . It is stronger. It makes a better bond. It is waterproofed. It helps prevent efflorescence and fading of mortar colors. (See pages 4, 8, 10 and 11.)

Don't take our word for these statements. Try Brixment on your next job, large or small, *and convince yourself by actual use!*

BRIXMENT ESTIMATING DATA

Because conditions vary so widely on different jobs, it is difficult to give exact estimating data for Brixment or any other mortar. . . The thickness of the wall, the thickness of the mortar joint itself, and, *most important of all*, the amount of mortar actually placed in the *head-joints* (not only in the face brick, but also in the back-up work) of course make a large difference.

However, *each bag of Brixment contains 1 cubic foot. When mixed 1-3 with sand, 9 bags of Brixment and 27 cubic feet of sand make one cubic yard of mortar. For the average job, this is usually sufficient to lay from 1500 to 1800 brick. In other words, 1000 brick usually require from 5 to 6 bags of Brixment.*

The More Mortar Used, the BETTER *The Brickwork*

The safest, easiest and surest way to obtain strong, *water-tight* masonry is to *be sure* that every joint is completely filled with Brixment mortar. If only a dab of mortar is spotted on the corner of the brick, the wall cannot be expected to remain safe against leakage, any more than a boat that has been thinly and unevenly caulked.

BRIXMENT for Better, *More Economical* STUCCO

The same advantages that make Brixment superior to Portland cement and lime for masonry make it equally superior to those materials for stucco.

Brixment stucco is similar to portland cement stucco in appearance, strength and durability. It is mixed in the same way *except that no lime is required.* It is applied in the same manner and over the same backings.

Brixment stucco, however, is *more plastic,* hence can be used in leaner mixes. Since checking, crazing and shrinkage cracks are largely due to rich mixes, and since Brixment is used in leaner mixes, these imperfections are greatly reduced. . . . Furthermore, the waterproofing in Brixment helps keep the stucco from becoming saturated and protects it from the destructive action of freezing and thawing (see page 8).

Brixment can be applied over any kind of masonry backing (brick, tile, concrete, etc.) or over any kind of metal lath or reinforcing (no true cement stucco should be applied over any type of wood lath).

The proper mix for all coats is one part Brixment, three parts sand. When so mixed, four bags of Brixment will cover approximately 15 square yards of wall surface with stucco one inch thick.

More Economical

Brixment costs less than an equal amount of cement and lime. It saves material because with Brixment the required working plasticity can be obtained with leaner mixes. It saves labor because the unusual plasticity of Brixment permits faster, easier application of the stucco.